



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007

## Contract # 196062

|                       |  |                      |             |
|-----------------------|--|----------------------|-------------|
| <b>Schedule Dates</b> | 09/18/12-09/24/12                              | <b>Date Entered</b>  | 09/17/12    |
| <b>Advertiser</b>     | Obama for America/D (9323)                     | <b>Last Modified</b> | 09/17/12    |
| <b>Agency/T-Code</b>  | Greer Margolis & Mitchell (GMMB) (2116)/ELECTR | <b>Entered By</b>    | Susan Petro |
| <b>Product</b>        | Political/Political (1088)                     | <b>CO-OP</b>         | No          |
| <b>Brand</b>          | Est 1798 OFA Add to Sked A 9.18-9.24 (71712)   | <b>Headline #</b>    |             |
| <b>Salesperson</b>    | Petro, Susan (1110)                            | <b>Demo</b>          |             |
| <b>Sales Office</b>   | WJLA - Core Team                               | <b>Order Type</b>    | Normal      |
| <b>Buyer Name</b>     | Nagelberg, Dan                                 | <b>Package Deal</b>  |             |
| <b>Phone/Fax</b>      | /  | <b>Commission %</b>  | 15.00       |
| <b>CPE</b>            | OFA/Add to Sked A/1798 9/18-9/24               | <b>Commission</b>    | \$16,080.00 |
| <b>Account Types</b>  | Local/Political Candidate Agency               | <b>Net Total</b>     | \$91,120.00 |
| <b>Billing Type</b>   | Calendar                                       | <b>Sales Tax</b>     |             |
| <b>Comments</b>       | Est 1798 OFA Add to Sked A 9/18-9/24           |                      |             |

| WJLA Arlington (WJLA) |           |                     |
|-----------------------|-----------|---------------------|
| By Calendar Month     | Spots     | Rate                |
| Sep. 2012             | 41        | \$107,200.00        |
| <b>Grand Total:</b>   | <b>41</b> | <b>\$107,200.00</b> |

| Line  | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                       | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total       | Station               | Comments             | Entered |
|-------|--------------------------------|-------------------|-----|--------|---------------------------------|-----|----|----|----|----|----|----|----|-------|------------|-------------|-----------------------|----------------------|---------|
| 1.0   | Normal Line / SPOT             | 09/18/12-09/24/12 | 3   | :30    | 9A- LIVE!                       | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$800.00   | \$4,000.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 2.0   | Normal Line / SPOT             | 09/18/12-09/24/12 | 3   | :30    | 10:58A- ABC-THE VIEW            | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 2     | \$1,400.00 | \$2,800.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 2.0.1 | Preempt                        | 09/18/12          |     |        |                                 |     |    |    |    |    |    |    |    |       |            |             | WJLA Arlington (WJLA) | No Avail/Exception - |         |
| 2.0.2 | Preempt                        | 09/19/12          |     |        |                                 |     |    |    |    |    |    |    |    |       |            |             | WJLA Arlington (WJLA) | No Avail/Spot -      |         |
| 2.0.3 | Preempt                        | 09/20/12          |     |        |                                 |     |    |    |    |    |    |    |    |       |            |             | WJLA Arlington (WJLA) | No Avail/Exception - |         |
| 3.0   | Normal Line / SPOT             | 09/18/12-09/24/12 | 3   | :30    | 12:57P- ABC-THE CHEW            | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$1,000.00 | \$5,000.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 4.0   | Normal Line / SPOT             | 09/18/12-09/24/12 | 3   | :30    | 6:59A- ABC-GOOD MORNING AMERICA | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$1,300.00 | \$6,500.00  | WJLA Arlington (WJLA) | 1                    | 9/17/12 |
| 5.0   | Normal Line / SPOT             | 09/18/12-09/24/12 | 3   | :30    | 5:59P- NEWS-ABC 7 NEWS @ 6P     | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$2,400.00 | \$12,000.00 | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 6.0   | Normal Line / SPOT             | 09/18/12-09/21/12 | 3   | :30    | 3:58P- ABC-KATIE COURIC         | 3   |    | X  | X  | X  | X  |    |    | 3     | \$1,600.00 | \$4,800.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 7.0   | Normal Line / SPOT             | 09/18/12-09/21/12 | 3   | :30    | 11P- NEWS-ABC 7 NEWS @ 11P      |     |    | 1  |    |    | 1  |    |    | 2     | \$3,200.00 | \$6,400.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 8.0   | Normal Line / SPOT             | 09/24/12-09/24/12 | 3   | :30    | 11P- NEWS-ABC 7 NEWS @ 11P      |     |    |    |    |    |    |    |    | 1     | \$3,200.00 | \$3,200.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 9.0   | Normal Line / SPOT             | 09/24/12-09/24/12 | 3   | :30    | 6:58P- WHEEL OF FORTUNE         | 1   |    |    |    |    |    |    |    | 1     | \$4,000.00 | \$4,000.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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1100 Wilson Blvd, 6th Floor  
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WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)  
1010 Wisconsin Ave  
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Washington, DC 20007

# Contract # 196062

**Schedule Dates** 09/18/12-09/24/12  
**Advertiser** Obama for America/D (9323)  
**Agency/T-Code** Greer Margolis & Mitchell (GMMB) (2116)/ELECTR  
**Product** Political-Political (1088)  
**Brand** Est 1798 OFA Add to Sked A 9, 18-9, 24 (71712)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Nagelberg, Dan  
**Phone/Fax** /  
**CPE** OFA/Add to Sked A 1798 9/18-9/24  
**Account Types** Local/Political Candidate Agency/  
**Billing Type** Calendar  
**Comments** Est 1798 OFA Add to Sked A 9/18-9/24

**Date Entered** 09/17/12  
**Last Modified** 09/17/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$16,080.00  
**Net Total** \$91,120.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
By Calendar Month  
Sep. 2012  
Grand Total:

| Spots | Rate         |
|-------|--------------|
| 41    | \$107,200.00 |
| 41    | \$107,200.00 |

| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate        | Total       | Station               | Comments             | Entered |
|--------|--------------------------------|-------------------|-----|--------|-------------------------------------|-----|----|----|----|----|----|----|----|-------|-------------|-------------|-----------------------|----------------------|---------|
| 10.0   | Normal Line / SPOT             | 09/18/12-09/21/12 | 3   | :30    | 6:58P- WHEEL OF FORTUNE             | 2   |    | X  | X  | X  | X  |    |    | 2     | \$4,000.00  | \$8,000.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 11.0   | Normal Line / SPOT             | 09/18/12-09/21/12 | 3   | :30    | 7:27P- JEOPARDY                     | 3   |    | X  | X  | X  | X  |    |    | 3     | \$4,400.00  | \$13,200.00 | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 12.0   | Normal Line / SPOT             | 09/18/12-09/21/12 | 3   | :30    | 6:27P- 6:30P (EST)                  | 3   |    | X  | X  | X  | X  |    |    | 3     | \$4,000.00  | \$12,000.00 | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 13.0   | Normal Line / SPOT             | 09/19/12-09/19/12 | 3   | :30    | 10P- ABC- REVENGE                   |     |    |    | 1  |    |    |    |    | 1     | \$6,000.00  | \$6,000.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 14.0   | Normal Line / SPOT             | 09/20/12-09/20/12 | 3   | :30    | 9P- ABC- GREY'S ANATOMY             |     |    |    |    | 1  |    |    |    | 1     | \$12,000.00 | \$12,000.00 | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 15.0   | Normal Line / SPOT             | 09/20/12-09/20/12 | 3   | :30    | 10:02P- ABC- SCANDAL                |     |    |    |    | 1  |    |    |    |       | \$4,000.00  |             | WJLA Arlington (WJLA) | No Avail/Exception - | 9/17/12 |
| 15.0.1 | Preempt                        | 09/20/12          |     |        |                                     |     |    |    |    |    |    |    |    |       |             |             | WJLA Arlington (WJLA) |                      |         |
| 16.0   | Normal Line / COLLEGE FOOTBALL | 09/22/12-09/22/12 | 3   | :30    | 3:28P- SPORTS- ABC COLLEGE FOOTBALL |     |    |    |    |    |    | 1  |    | 1     | \$2,300.00  | \$2,300.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |
| 17.0   | Normal Line / COLLEGE FOOTBALL | 09/22/12-09/22/12 | 3   | :30    | 3:28P- SPORTS- ABC COLLEGE FOOTBALL |     |    |    |    |    |    | 1  |    | 1     | \$5,000.00  | \$5,000.00  | WJLA Arlington (WJLA) |                      | 9/17/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# New Order

|   |                               |                        |                                 |
|---|-------------------------------|------------------------|---------------------------------|
| <b>Media:</b> TV                                | <b>Market:</b> Washington, DC | <b>Vendor:</b> WJLA-TV | <b>Billing To:</b> GMMB         |
| <b>Client:</b> Obama for America                | <b>Demo:</b> Adults 35+       |                        | 1010 Wisconsin Avenue, NW, #800 |
| <b>Product:</b> Candidate Orders                | <b>Separation:</b> 30         | <b>AE:</b> Susan Petro | Washington, DC 20007            |
| <b>Estimate:</b> 1798                           | <b>Flight Start:</b> 9/18/12  | <b>Phone:</b>          | <b>Phone:</b> 202-572-2852      |
| <b>Description:</b> OFA Add to Sked A 9.18-9.24 | <b>Flight End:</b> 9/24/12    | <b>Fax:</b>            | <b>Fax:</b> 202-338-2334        |
| <b>Version:</b> 1                               | <b>Survey:</b>                |                        |                                 |

Comments:

| Line No              | Daypart (Program)                        | Daypart Code | Gross C/T  | Dur  | 9/18 | Total Spots | Adults 35+ RTG | CPP |
|----------------------|--|--------------|------------|------|------|-------------|----------------|-----|
| 1                    | TUWTHF,M 9:00A-10:00A (LIVE WITH KELLY)  | DT           | \$400.00   | C 30 | ✓ 5  | 400 + 2000  | 5              |     |
| 2                    | TUWTHF,M 11:00A-12:00P (THE VIEW)        | DT           | \$700.00   | C 30 | ✓ 5  | 1400 + 3500 | 5              |     |
| 3                    | TUWTHF,M 1:00P-2:00P (THE CHEW)          | DT           | \$500.00   | C 30 | ✓ 5  | 1000 + 2500 | 5              |     |
| 4                    | TUWTHF,M 4:00P-5:00P (KATIE)             | EF           | \$800.00   | C 30 | ✓ 3  | 1600 + 2400 | 3              |     |
| 5                    | TUWTHF,M 7:00A-9:00A (GMA 7A-9A)         | EM           | \$650.00   | C 30 | ✓ 5  | 1300 + 3250 | 5              |     |
| 6                    | TUWTHF,M 6:00P-6:30P (NEWS 7 @ 6)        | EN           | \$1,200.00 | C 30 | ✓ 5  | 2400 + 6000 | 5              |     |
| 7                    | TUWTHF,M 6:27P-6:30P (WORLD NEWS ADJ)    | EN           | \$4,000.00 | C 30 | ✓ 3  | 3200 + 4800 | 3              |     |
| 8                    | TUWTHF,M 11:00P-11:35P (ABC 7 NEWS @ 11) | LN           | \$1,600.00 | C 30 | ✓ 3  | 3200 + 4800 | 3              |     |
| 9                    | TUWTHF,M 7:00P-7:30P (WHEEL OF FORTUNE)  | PA           | \$2,000.00 | C 30 | ✓ 3  | 4000 + 6000 | 3              |     |
| 10                   | TUWTHF,M 7:30P-8:00P (JEOPARDY)          | PA           | \$2,200.00 | C 30 | ✓ 3  | 4400 + 6600 | 3              |     |
| 11                   | W 10:00P-11:00P (REVENGE)                | PT           | \$3,000.00 | C 30 | ✓ 1  | 6000 + 3000 | 1              |     |
| 12                   | Th 9:00P-10:00P (GREYS)                  | PT           | \$6,000.00 | C 30 | ✓ 1  | 6000 + 6000 | 1              |     |
| 13                   | Th 10:00P-11:00P (SCANDAL)               | PT           | \$4,000.00 | C 30 | ✓ 1  | 4000 + 6000 | 1              |     |
| 14                   | Sa 3:30P-7:00P (ABC COLLEGE FBI)         | S            | \$2,300.00 | C 30 | ✓ 2  | 5000 + 2700 | 2              |     |
| Total Spots:         |  |              |            |      | 45   |             |                |     |
| Total GRP/GIMP(000): |  |              |            |      | 0.0  |             |                |     |

| Month  | Cash\$-Spots     | Trade\$-Spots | Total\$-Spots    |
|--------|------------------|---------------|------------------|
| 9/2012 | \$66,650.00 - 45 | \$0.00 - 0    | \$66,650.00 - 45 |

Total Gross Cost: \$66,650.00  
Total Net Cost: \$56,652.50

115,400 + 48,750

Total Gross CPP: \$0.00  
Total Net CPP: \$0.00

# New Order

|   |                               |                        |                                 |
|---|-------------------------------|------------------------|---------------------------------|
| <b>Media:</b> TV                                | <b>Market:</b> Washington, DC | <b>Vendor:</b> WJLA-TV | <b>Billing To:</b> GMMB         |
| <b>Client:</b> Obama for America                | <b>Demo:</b> Adults 35+       |                        | 1010 Wisconsin Avenue, NW, #800 |
| <b>Product:</b> Candidate Orders                | <b>Separation:</b> 30         | <b>AE:</b> Susan Petro | Washington, DC 20007            |
| <b>Estimate:</b> 1798                           | <b>Flight Start:</b> 9/18/12  | <b>Phone:</b>          | <b>Phone:</b> 202-572-2852      |
| <b>Description:</b> OFA Add to Sked A 9.18-9.24 | <b>Flight End:</b> 9/24/12    | <b>Fax:</b>            | <b>Fax:</b> 202-338-2334        |
| <b>Version:</b> 1                               | <b>Survey:</b>                |                        |                                 |

**Comments:**

| Line No                     | Daypart (Program)                          | Daypart Code | Gross C/T  | Dur  | 9/18 | Total Spots | Adults 35+ RTG | CPP |
|-----------------------------|--|--------------|------------|------|------|-------------|----------------|-----|
| 1                           | TUWTHF,M 9:00A-10:00A<br>(LIVE WITH KELLY) | DT           | \$400.00   | C 30 | 5    | 5           |                |     |
| 2                           | TUWTHF,M 11:00A-12:00P (THE VIEW)          | DT           | \$700.00   | C 30 | 5    | 5           |                |     |
| 3                           | TUWTHF,M 1:00P-2:00P<br>(THE CHEW)         | DT           | \$500.00   | C 30 | 5    | 5           |                |     |
| 4                           | TUWTHF,M 4:00P-5:00P<br>(KATIE)            | EF           | \$800.00   | C 30 | 3    | 3           |                |     |
| 5                           | TUWTHF,M 7:00A-9:00A<br>(GMA 7A-9A)        | EM           | \$650.00   | C 30 | 5    | 5           |                |     |
| 6                           | TUWTHF,M 6:00P-6:30P<br>(NEWS 7 @ 6)       | EN           | \$1,200.00 | C 30 | 5    | 5           |                |     |
| 7                           | TUWTHF,M 6:27P-6:30P<br>(WORLD NEWS ADJ)   | EN           | \$4,000.00 | C 30 | 3    | 3           |                |     |
| 8                           | TUWTHF,M 11:00P-11:35P (ABC 7 NEWS @ 11)   | LN           | \$1,600.00 | C 30 | 3    | 3           |                |     |
| 9                           | TUWTHF,M 7:00P-7:30P<br>(WHEEL OF FORTUNE) | PA           | \$2,000.00 | C 30 | 3    | 3           |                |     |
| 10                          | TUWTHF,M 7:30P-8:00P<br>(JEOPARDY)         | PA           | \$2,200.00 | C 30 | 3    | 3           |                |     |
| 11                          | W 10:00P-11:00P<br>(REVENGE)               | PT           | \$3,000.00 | C 30 | 1    | 1           |                |     |
| 12                          | Th 9:00P-10:00P<br>(GREYS)                 | PT           | \$6,000.00 | C 30 | 1    | 1           |                |     |
| 13                          | Th 10:00P-11:00P<br>(SCANDAL)              | PT           | \$4,000.00 | C 30 | 1    | 1           |                |     |
| 14                          | Sa 3:30P-7:00P (ABC COLLEGE FBL)           | S            | \$2,300.00 | C 30 | 2    | 2           |                |     |
| <b>Total Spots:</b>         |  |              |            |      | 45   | 45          |                |     |
| <b>Total GRP/GIMP(000):</b> |  |              |            |      | 0.0  |             | 0.0            |     |

|                          |                     |                      |                                |
|--------------------------|---------------------|----------------------|--------------------------------|
| <b>Month</b>             | <b>Cash\$-Spots</b> | <b>Trade\$-Spots</b> | <b>Total\$-Spots</b>           |
| 9/2012                   | \$66,650.00 - 45    | \$0.00 - 0           | \$66,650.00 - 45               |
| <b>Total Gross Cost:</b> |                     | \$66,650.00          | <b>Total Gross CPP:</b> \$0.00 |
| <b>Total Net Cost:</b>   |                     | \$56,652.50          | <b>Total Net CPP:</b> \$0.00   |